The background of the slide features a large, faint, circular seal of the State of Indiana. The seal contains the text "THE STATE OF INDIANA" at the top and "1816" at the bottom. In the center of the seal is a figure of a Native American holding a bow and arrow, with a star above his head.

Boosting STGEC Awareness in Indiana High Schools

**A Plan to Rebrand and Market the Statewide Transfer General Education
Core to High School Educators, Students and Families**

Student Success & Completion Committee

December 8, 2020

OVERVIEW

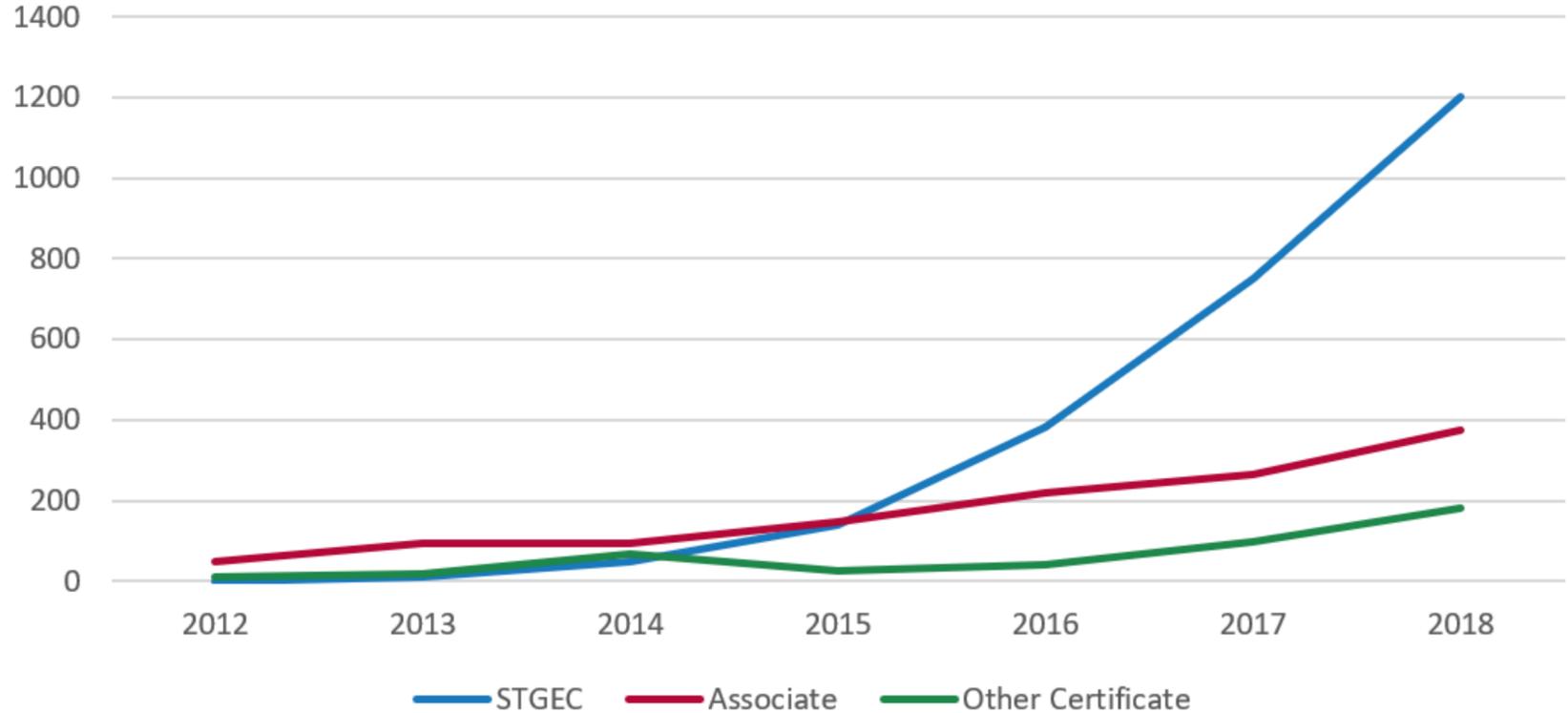
- ▶ Background
- ▶ New brand
- ▶ Transition strategy
- ▶ Discussion



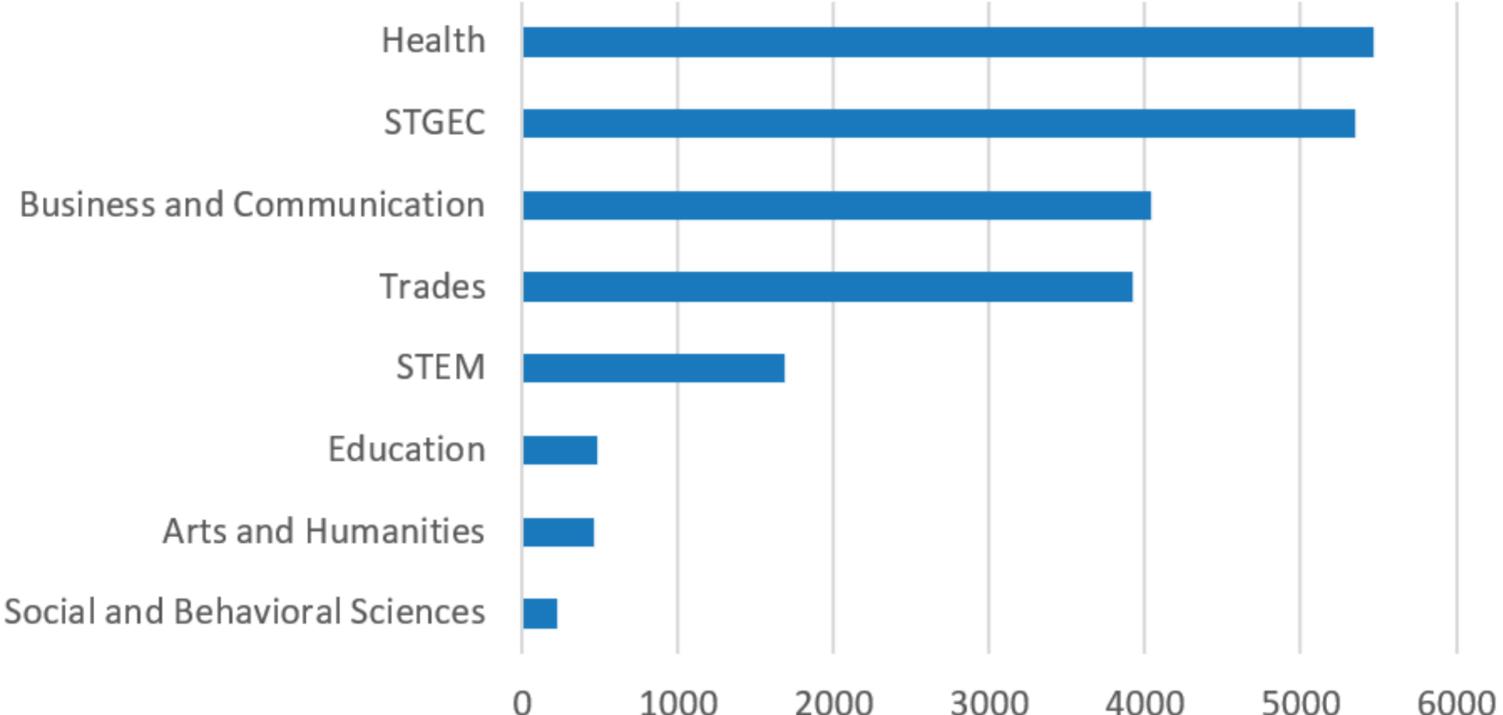
MORE HOOSIERS ARE EARNING THE STGEC

- ▶ In the eight years since the creation of Indiana’s Statewide Transfer General Education Core (STGEC), growth in Hoosiers earning the STGEC has been significant, particularly for high school students. The STGEC has become the second most popular certificate earned, coming in behind health-related certificates.

Credentials earned by high school students



Top Certificate Programs in 2019



STRATEGIC PLAN ALIGNMENT

Increase the number of high school students who earn a high-value technical certificate or Statewide Transfer General Education Core (STGEC) before graduating.

Encourage two-year institutions to reconfigure programs so learners are enrolled in, complete and are awarded certificates as they continue toward their associate degree.

Increase the number of students earning intentional dual credit in high school.

Increase the number of learners completing college on-time or early.

Monitor early college credit and career technical education pathways in high school to routinely assess the status of opportunity and completion gaps among low-income, rural and minority populations.

Demonstrate and advocate for the quality, value and benefit of dual credit courses offered to high school students.

- From the *Reaching Higher in a State of Change* Blueprint

WHY REBRAND THE STGEC?

- ▶ It's difficult to remember
- ▶ The intended purpose, benefit and audience are unclear—particularly for a general- or secondary-focused audience
- ▶ There is widespread variance in usage across the state
- ▶ Multiple current and upcoming opportunities make this an ideal moment to rebrand and shine a light on the STGEC

IDEAL TIMING FOR A REFRESH

Strategic Plan Alignment

- 2020-2021 Educator & Counselor Guide

Commission Reports

- Certificates Report (release tomorrow)
- Early College Credit Report (early January)

Interagency Work and Alignment

- Governor's Workforce Cabinet CTE redesign
- New Secretary of Education starts January 11



NEW BRAND FOR HIGH SCHOOL AUDIENCE



PRIORITIES FOR BRAND TRANSITION

- ▶ Keep the rebrand focused on the secondary high school audience
- ▶ Take advantage of upcoming opportunities to introduce and incorporate College Ready Core
- ▶ Begin spreading the word among stakeholders around the state NOW—starting with this committee
- ▶ Update existing web content and resources
- ▶ Create new content, materials and resources to share the new brand and benefits of the College Ready Core

TIMELINE & NEXT STEPS

- ▶ **Soft Launch:** December 10 with Certificates Report release
 - ▶ Between now and early January, update all existing content and begin outreach to key stakeholders
- ▶ **Full Launch:** January with Early College Credit Report
 - ▶ This report will include new, longitudinal data on high school students who earn the College Ready Core—including college-going rates, early success metrics (persistence, no remediation, complete all credits attempted), and on-time/early college completion rates

TIMELINE & NEXT STEPS, CONTINUED

Pending and Upcoming Commission Projects and Meetings:

- Educator & Counselor Toolkit
- Feb. 16 Dual Credit Advisory Council meeting
- College Readiness Report
- Counselor newsletter

Highlight in New Projects:

- Op-ed by Commissioner
- Letters from Commissioner to key K-12 and postsecondary partners
- Social media posts
- Toolkit for educators and counselors on the College Ready Core
 - Letter/email template for parents
 - Flyer for counselors' offices
 - Boilerplate for school and community organization websites
 - Links to FAQs, etc.





Questions?



INDIANA COMMISSION *for*
HIGHER EDUCATION